NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
AUCKLAND

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Ass Attack And I'm Your Slut

is **Not Approved.**

The DVD Slick entitled *Ass Attack And I'm Your Slut* is not approved because of the manner in which it degrades, dehumanises and demeans the women depicted, and women more generally, under s3(3)(c) of the FVPC Act. The slick features explicit sexual images of women juxtaposed with degrading text such as "Young sluts get their asses stretched and a face full of steamin' jizz" and "cum hungry sluts" next to an image of two women with ejaculate on their tongues. The blue background image on the front of the slick of a woman splaying her genitals and anus is highly degrading and demeaning. The derogatory text and images of women with splayed genitals, engaged in penetration or covered in ejaculate creates the impression that women are a collection of orifices to be used for male sexual pleasure, and that the women themselves are of little worth except for the sexual gratification of men. The following parts of the slick need to be removed in order for the degrading, dehumanising and demeaning effect to be reduced:

- The blue background image on the front of the slick of a woman's splayed genitals and anus
- The phrase at the top of the back of the slick "Young sluts get their asses stretched and a face full of steamin' jizz"
- The expression "cum hungry sluts" from the back of the slick.

The Classification Office has weighed the competing considerations of the issues raised above and the right to freedom of expression set out in s14 of the New Zealand Bill of Rights Act 1990. The DVD slick's potential for injury to the public good makes it likely that, if it were to be submitted under s13(1) of the FVPC Act, it would be classified as objectionable. The likely injury to the public good caused by the availability of this advertising material is its potential to play a role in the formation or reinforcement of negative attitudes to women. Not approving the slick is a limit on the freedom of expression but one that is consistent with Parliament's intention in looking to limit public harms from the availability of material that is degrading, demeaning and dehumanising to women to this extent.

Date: 03 April 2008

For the Classification Office (signed):

OFLC No: 800274

tmp4BF